

COMMUNICATIONS& PUBLIC AFFAIRS OFFICER

DISTINGUISHING FEATURES

The fundamental reason the Communications and Public Affairs Officer exists is to develop the annual communications plan that contributes effectively to the organization's performance goals and strategies. Directs a team of professionals with responsibility for managing the City's citizen/employee communication activities; media relations and issues management programs; events coordination; and the government access channel and cable television contract in the Communication and Public Affairs Department. This classification is supervisory. Work is performed with considerable independence and reports to a Deputy City Manager.

ESSENTIAL FUNCTIONS

Directs individual accomplishments toward organizational objectives. Develops, directs and evaluates considerable daily and long-range Communications & Public Affairs functions. Assists staff with planning, coordinating and prioritizing projects to meet division and organizational objectives.

Supports employee involvement in decision-making to assist them in meeting individual goals and promote positive employee attitudes. Evaluates division and employee performance with an emphasis on life-long learning, open communication and a shared-commitment to quality in everyday work.

Establishes and coordinates a wide variety of communications activities to enhance the flow of information to citizens and employees. Supervises and coordinates public forums, presentations, publications, video productions, special events, emergency communications, film and international relations activities. Is also responsible for the City's media relations and issues management programs, and the City's cable television contract.

Prepares and administers program budget; assuring compliance with City Council and City Manager policies and objectives. Prepares speeches and presentations for City Council and City Manager and acts as City spokesperson at the direction of the City Manager.

Is an effective manager who is driven by opportunities to continuously improve and encourages team members to go beyond traditional boundaries of the work place. Demonstrates an ability to communicate about and manage organizational change.

Exercises responsible judgment in advising elected officials and/or administrative staff on sensitive and crisis-oriented issues.

MINIMUM QUALIFICATIONS

Knowledge, Skills, and Abilities

Knowledge of:

Marketing, organizational communications, community relations, publicity and media relations. Principles and practices of journalism and composing and editing informational and promotional materials.

English language usage and terminology and practices of the news media.

City organization and operations.

Principles and practices of management and supervision.

Principles and practices of project management.

Ability to:

Operate a variety of standard office equipment, including a personal computer and a variety of computer software, that require continuous and repetitive eye and arm or hand movement.

Listen and communicate effectively both orally and in writing..

Manage a professional/technical staff.

Demonstrate excellent written and verbal communication skills.

Establish and maintain effective working relationships with all levels of City staff, City Council, and citizens.

Maintain regular consistent attendance and punctuality.

Education & Experience

Any combination of education and experience equivalent to a Bachelor's degree in Journalism, English, Mass Communication (with an emphasis in public relations) and a minimum of five years experience in a responsible administrative position in communication and/or public affairs. A master's degree and/or professional accreditation in Public Relations Society of America or International Association of Business Communications is highly desirable.

FLSA Status: Exempt

HR Ordinance Status: Unclassified